Other Considerations Analysis:
Lessons Learned & Looking Ahead

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August 24, 2006

Although successful,

▶ We spent an inordinate amount time on the basics:
- ▶ Demographic comparisons
- ▶ Economic comparisons
- ▶ Base logistics (e.g., dredging)
- ▶ Local capacity
- ▶ Local military culture/support
- ▶ Mapping
- ▶ Reviewing local media

In Retrospect,

▶ We should have spent more time on analysis and less time on data gathering/mining.

▶ Serendipity worked with us, (Naval Port evaluation study for home basing Seawolf)

▶ Due diligence on everyone's part tore apart the Navy analysis.....they may not make the same mistakes in the future.

▶ Tighter management of presentation times so that speakers at the end do not have to rush through comments.

Looking Ahead

▶ **Develop and continually update a Competitive Intelligence System (CIS) on New London, Norfolk & Kings Bay, including:**

- ▶ Defense contracts
- ▶ Tenant commands
- ▶ Economic
- ▶ Demographic
- ▶ Environmental
- ▶ Infrastructure
- ▶ Quality of life
- ▶ Local capacity
- ▶ Media

Defense contracts

► Continually monitor prime contract awards in the immediate region and the greater environs.

► Which companies are receiving the awards?

► What is the dollar value?

► How much of firms' sales are defense reliant?

► Who are the local suppliers & subcontractors?

► Who are the owners/managers? Can they be counted on as part of a grass roots campaign?

Tenant Commands

▶ At Subase New London there are more than 20 tenant commands, essentially independent organizations with no local chain of command.

▶ Develop list of tenant contacts, meet with them on a regular basis, learn about issues impacting them, how many personnel, purchases, payroll, etc.

Economic

▶ What is the structure of the local economy?

▶ How fast is it growing, comparatively?

▶ What is the military role/contribution?

▶ What is the defense exposure?

▶ Economic base industries?

▶ Gross regional product? Per capita GRP?

▶ Long-term unemployment rate

Demographics & Labor Force

- Age distribution
- Educational attainment
- Growth rate
- Migration patterns
- Military links
- Occupational composition
- Per capita income
- Etc.

Environmental

▶ Air quality

▶ Brownfields

▶ Water quality: Marine & Fresh

▶ Dredging frequency

▶ Impact of dredging spoils

▶ Endangered flora & fauna

Infrastructure

▶ Highway conditions & capacity

▶ Airports

▶ Maritime

▶ Electric

▶ Gas

▶ Water/sewer

▶ Rail

Quality of Life

▶ Crime

▶ Recreation

▶ Arts & entertainment

▶ Housing availability & affordability

▶ Schools

▶ Libraries

▶ State & local taxes

Media

▶ Formal clipping service, or

▶ Informal monitoring of local and regional print and electronic media via the web.

▶ Continuously screen for local military and other relevant articles & issues.

In Conclusion,

► Start now to prepare for the next round.

► More lead time is better, results in less data frenzy & compilation and more time for analysis and strategy development.

► The more you know about your competition, the greater the chances of mounting a successful defense.